2017

SEStran NTS2 Response

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Introduction

Transport Scotland has now launched its 'Call for Evidence' on behalf of the Nation Transport Strategy Review Research and Evidence Working Group. The Research and Evidence Group comprises of independent academic experts and Transport Scotland officials. The Group's remit is to ensure the wider National Transport Strategy review process is informed by best practice and detailed evidence.

To influence strategic thinking on transport policy, the group are seeking evidence, including international research, on what transport policy, land use and technological or digital interventions would be most effective in supporting the Scottish Government's Strategic Objectives; delivering a transport system that enables Scotland to be wealthier and fairer, smarter, healthier, safer & stronger, and greener.

The National Transport Strategy 2 (NTS2) will look at how Scotland can successfully address the strategic challenges facing the transport network and how it can make the most of the opportunities that present themselves. Transport Scotland has committed to delivering a collaborative co-design of NTS2 by giving individuals and communities across Scotland a greater say in influencing the development of transport policy at local, regional and national level.

SEStran welcomes this opportunity to support the development of the National Transport Strategy, and will continue to provide key evidence and best practice examples. Through reference of the SEStran Regional Transport Strategy and Delivery Plan 2017/18, we will highlight SEStran's key priorities and projects.

We are happy to provide a copy of SEStran's responses here.

1. Economic growth and inclusive growth

The Royal Society of the Arts (RSA) Inclusive Growth Commission final report[i] highlights the need for an integrated economic and social policy emphasising the need for place-based strategies to deliver inclusive growth across the UK. Therefore it would appear that the need to align, integrate and renew regional planning across all policy spheres is a fundamental requirement for Inclusive Growth if we are to create shared binding missions/visions for Scotland. At a sub-national level, the report proposes an approach based on: deep understanding of local assets; connecting people to quality jobs; resourcing place regeneration as well as business investment; and helping all sectors to stay ahead of the EU's Article 50 negotiation context. SEStran, in its evidence to the Enterprise and Skills Review in summer 2016[ii], highlighted the clear need for a regional focus towards land-use and transport planning and labour market outcomes.

SEStran also notes that the Royal Town Planning Institute comment in their 2016 "Poverty, Place and Inequality" policy paper[iii] highlights the significant severance effect of area-based disadvantage for individuals. Those living in certain less affluent areas are, from evidence, less mobile, more reliant on public transport and less able to commute to job opportunities given expensive and/or fragmented transport networks. Previous studies have highlighted that those who are least skilled or most remote from the labour market have the least locational flexibility in seeking new job or training opportunities and that this spatial deficiency rather than lack of skills or training has particularly afflicted some communities and individuals within them in terms of receipt of positive outcomes. This, for SEStran, highlights the need for more regional planning to deliver and bridge the gap between national and local outcomes delivery especially concerning the sustained delivery of economic and employability outcomes. RTPs could be a key mechanism for addressing these gaps and delivering the connectivity, mobility and accessibility outcomes required across several Local Outcome Improvement Plans (LOIPs) on strategic cross-boundary matters.

There is clear evidence that a lack of accessibility to transport options has a limiting effect on opportunities and that those who are least skilled, or remote from the labour market have the least location flexibility in seeking new job or training opportunities. Therefore, SEStran views transport and accessibility/affordability of transport as integral to an inclusive economy. The links between transport, health and employability are complex but it is clear from academic evidence that mental and physical health are negatively affected if an individual is not able to participate fully in society, and lack of transport can be a factor in this outcome but active travel could be part of the solution in breaking down such barriers.

The importance of adequately accessible, efficient and affordable transport infrastructure; especially the scale, nature and connectivity of investments linking need and opportunity within – and between – communities cannot be overstated in its relevance to the proposals for change outlined in the consultation paper. This was also outlined as a key priority in the Scottish Urban Regeneration Forum (SURF) in their pre-2016 Scottish Parliament elections manifesto [iv].

Through various funding opportunities SEStran has also supported Local Authorities and Operators in the expansion of bus real-time information in the South East of Scotland. There are direct revenue benefits for SEStran partner operators in line with the research done by Caulfield and O'Mahony (2003)[v] showing that the use of RTPI delivered increased revenue

due to increased passenger numbers, and improved on-time performance whilst reducing operating costs due to more accurate fleet information leading to greater efficiencies. Caulfield and O'Mahony go on to point out that the costs of implementing an RTPI system are recouped in a relatively short period of time and the benefits accrued far outweigh these costs.

However, quantifying the value of live bus information has been notoriously difficult because projects are often delivered as part of a wider package of improvements. Nevertheless, numerous studies have linked live bus information with patronage growth. The scale of predicted benefits varies from 3 – 15%, but the impact is invariably positive.

There is now another indicator of the economic benefits of live bus information as the quantitative benefits are defined in the latest UK "WebTag" guidance [vi]. WebTag is used when assessing and comparing the economic benefits of government funded transport projects using multi-modal transport models. The need for accurate and reliable real time passenger information has long been assumed but the fact that the Department for Transport assigns a quantifiable, positive value to live bus information within multi-modal models helps reinforce the case.

2. Transport mode choice and demand

Regarding the call for evidence document, it states that bus patronage is on the decline in the UK. From the findings taken from the Transport Focus survey[vii], in Scotland, overall passenger satisfaction sat at 90% (over 9,000 passengers were surveyed). Satisfaction with punctuality since the last survey in 2014 had fallen from 86 to 80%. This could be mainly attributable to traffic congestion and roadworks. Satisfaction with value for money was stated at 68%. Passenger Focus is keen to see that the passenger experience from the survey will assist bus companies and policy makers to driving forward improvements for bus users.

As an alternative to the privately owned (single occupancy) vehicle, SEStran continues to promote its own Car Sharing platform Tripshare. Tripshare SEStran is one of Scotland's most successful Car Share Schemes. At the time of writing (June 2017), Tripshare members were projected to save 809.00 tonnes of CO_2 and save 4,118,007 of miles driven by single occupancy vehicles over the course of 12 months (figures taken from SEStran Liftshare Monitoring). Additional (non-personal) data can be collated by the Liftshare platform, including journey type, origin and destination. Car sharing is a cost-effective way of reducing emissions and over all congestion. Regionally managed and promoted through the RTPs, continues to demonstrate the positive impact Car Sharing can have on our roads contributing to our target of a 10% decrease in single occupancy car trips.

SEStran have continued to promote car sharing and travel planning as a means of changing travel behaviours. Success in European funded programmes has allowed SEStran to trial different approaches and share best practice with its European Project partners. For example, the 'CHUMS' (Changing Habits for Urban Mobility Solutions)[viii] project (funded through Intelligent Energy Europe) demonstrated that carpooling is a viable and convenient option that overcomes traditional social, behavioural, and cultural barriers associated to sharing. CHUMS measures were designed to attract individual car drivers, match them with suitable sharers, and retain them and their interest in carpooling, creating an environment where carpooling is habit. These three simple measures which, when combined, were proven to have a greater

impact than other schemes on carpooling success in organisations across Europe. The three measures, that when combined, generate the CHUMS approach were: Car Pool Week, Personalised Travel Planning and a Mobility Jackpot Lottery.

In relation to Travel Planning, the RTPs have worked collaboratively with Transport Scotland to develop the national Travel Planning online toolkit, wwwtravelknowhowscotland.co.uk, an online resource which supports public and private sector organisations to develop, implement, promote and monitor effective Travel Plans for employee/business and other travel demands. With limited promotional resource the site has already acquired 133 registrations (98 unique organisations). SEStran would recommend further investment to promote this resource. Further investment in this resource would be an effective and low cost way of addressing gaps in knowledge and enhance skills required to deliver travel planning measures.

The Smarter Choices Smarter Places (SCSP) programme is another good example of funding sources being used to help the uptake of travel planning measures. The majority of impacts were associated with cycle promotions; events linked to cycle and walking routes; Personalised Travel Planning, and school travel. Reporting states that the 2015-16 SCSP programme was successful at enabling smarter travel work to be undertaken in many areas where it would not otherwise have been funded. 16 reported increased cycling, 13 reported increased walking, 12 reported increased awareness, 12 reported improved satisfaction, 10 projects reported corresponding impacts on car use and 9 reported increased willingness to change behaviour[ix]. There would appear to be an opportunity here, to deliver greater efficiencies from programmes such as Smarter Choices, Smarter Places if these programmes and funding were delivered regionally rather than locally, rather being than split 32 ways between local authorities through an additional bidding process. It could enable retention of key skills and expertise across a wider geographical area and enable the delivery of coherent, integrated regional programmes to promote active travel. This could build on the previous success of TravelSmart or IndiMark PSP schemes[x] across other wider regional geographies.

Building on previous success and sharing best practice has also been possible though SEStran's European projects. A notable example of which is 'Regiomob'[xi]. 'Regiomob' is a European project focussed on sharing best practice on sustainable mobility. The stated aim of the project is, "to promote learning, sharing of knowledge and transferring best practices between the participating regional and local authorities to design and implement regional mobility plans (or Regional Transport Strategies) bearing in mind the stakeholders with regional relevance and contributing to the sustainable growth of Europe."

The project provides an opportunity for SEStran to learn and share knowledge with other cities and regions throughout Europe. Included in the partnership are organisations from Slovenia, Italy, Poland, Greece and Romania. Within the "Interreg Europe" programme this projects draws in funding from the EU, at 85%, towards SEStran's central task of developing a Regional Mobility Plan which may, in the future, form a key part of an integrated strategy document encompassing planning, transport and economic development.

The project required that each country's representative organisation, engaged with its respective stakeholders to establish and rate the region's best sustainable best practices so that they could be identified and shared. The next stage in the programme requires each country to choose one or more of the best practices proposed by the others to trial and assess. The project duration is 4 years and ultimately it is hoped that the appropriate policy instrument

and in turn sustainable mobility in each country, will be improved as a result of learning from what's done elsewhere in Europe.

SEStran has also been involved in a number of European Funded freight-based projects. Examples include: the dryport project[xii], the Food Port project[xiii], the logistics optimisation for ports intermodality: network, opportunities, development project (LO-PINOD)[xiv]. These projects have identified a number of areas where improvements to freight logistics could be beneficial to the Scottish economy. For example in the Dryport project. Dry ports are intermodal facilities located inland connecting rail and road facilities with sea ports. They allow containers to be moved around from each mode and can help shift freight from road to, more environmentally friendly, rail and sea options. Furthermore, they can help relieve congestion from sea ports and provide them with support functions.

Clearly, with the process of taking the UK out of the European Union now under way, it is hoped that following completion of that process that there be other mechanisms introduced to allow such partnership working to continue in the future.

3. Environmental impact of transport

We welcome the ambition for Scotland to have reduced transport emissions by over a third by 2032 and with almost complete decarbonisation of the Scottish economy by 2050. SEStran also welcomes the UK and Scottish Government's proposals and policies, through the Office for Low Emission Vehicles (OLEV) and RPP3 to stimulate the uptake of Ultra Low Emissions Vehicles (ULEVs) and transition away from fossil fuels in the context of the delivering Affordable Energy and Clean Growth outcomes.

This will be a challenge for all sectors but especially in SEStran's view transportation given long-standing behavioural habits, current fueling technologies and long lead-in times for consumer purchasing habits to change in terms of asset renewal if targets, such as 40% of ULEVs by 2032, are to be realised. It is highly possible to achieve, given current rates of fleet renewal, however it requires significant and quick consumer buy-in and ability to purchase such ULEVs. There will need to be a clear focus on financing routes for households and SMEs.

The focus within the Draft Climate Change Plan on reducing the emissions impact of individualised modes of transport must not inadvertently be allowed to promote greater use of individual motorised modes over collective or active modes. SEStran's concern is that such a focus could potentially contribute to the further decline of bus or rail modes of transport with the potential equity impact on those who in the future, can't afford or access for other reasons individualised ULEVs. As alongside any equality impact, these ULEVs could still have externalities around economic and social impact of externalities e.g. congestion, albeit the environmental externalities of their carbon emissions would have been greatly reduced.

SEStran also highlight that the growth of home charging for ULEVs could lead to extra pressure on the electricity grid, if periods of simultaneous demand are allowed to occur without peak management build in from the start and consideration needs to be given to this whilst we are still in the period of early adoption. SEStran welcome the new UK Industrial Strategy Challenge Fund and strongly support it focussing on storage, demand and resilience

technologies for national and sub-national grids and battery technology given the significant increase predicted in the use of electric vehicles.

SEStran would highlight that whatever the method of fuelling the vehicle we will still need to ensure that our existing transport networks and infrastructure are resilient and responsive to innovations and maintained in a sustainable manner adapting to new fuels and existing climate change. As major fleet operators, Councils have a key role to play but this will require continued and accelerated funding to pump prime the replacement of our fleets.

4. Active travel (e.g. walking and cycling)

Similar to other Regional Transport Partnerships, SEStran now employs an embedded Sustrans Officer. From this partnership, SEStran has been allocated £100k of Sustrans funding. This funding has resulted in a Strategic Cross Boundary Cycle Development programme[xv] which aims to remove barriers across the regional cycle network. With other limited sources of funding, SEStran has managed to successfully deliver projects identified within the study and have embraced the co-design process in projects such as the SEStran X-Route Study[xvi].

However, with regards to constraining factors, SEStran would like to raise concerns on the allocation of such sources of funding. There has been an increasing amount of 'challenge funds' e.g. Low Carbon Transport and Travel, Community Links etc, which can promote best practice but unfortunately do not provide continuity.   Whilst there has been pre-application support for Active Travel Hubs or path networks the lack of match funding, the tight timescales for delivery and the difficulty of 5-year revenue funding to ensure longevity of the scheme are clear barriers to delivery.

With a view to partnership and cross-portfolio working, the issue of funding may also require a co-design and co-resourcing outcome to be agreed between transport and health sectors to ensure a sustainably resourced system is in place from policy and proposal initiation. On the issue of active travel, we would hope that there could be a commitment past 2021 from the health and transport budgets to take a preventative and sustained early intervention approach to all generations to embed habit, overcome barriers and sustain active travel behaviours.

To address the issues laid out by the fact that some people within close distance of transport improvements do not always benefit, there is a need to co-design with communities. SEStran has recently engaged in a successful co-design project with Young Scot to engage young people about the barriers they face in accessing active travel. The main goals of the project were; to support young people to shape and influence sustainable travel services and low carbon activity, improve the understanding of young people's cycle network needs and to develop young people's awareness and knowledge of active travel while improving their confidence working in teams and to celebrate and share the participating young people's achievements. Active travel is a key part of ensuring; inclusive and sustainable growth of regional economies, inclusive mobility in terms of sharing services and changing patterns of commuting with the result of less pollution.

In recent months SEStran, as previously mentioned, has concluded the X-Route Study with Young Scot. Given the timescale of the recently published RPP3[xvii] many of the respondents

to this report will be established commuters by the end of 2032 and many of the report recommendations highlight the need to engage and embed confidence to enable travel behaviour change for the long term. Certainly, an eye-catching result of the survey was that 75% of respondents had not heard of the term "active travel", which highlighted the need to manage our messages to young people better when seeking to initiative behaviour change. The survey received 902 responses from young people aged 11-25 and had responses from all 32 Scottish local authorities. 294 responses came from SEStran's eight authorities in the south east.

Of those surveyed, over 75% had never heard the term active travel before (72% in the South East). Of the 203 who had, the majority had heard of the term through school, university, or youth engagement settings. 24% did not have access to a bike (23% in the South East). Across the project there was a range of prominent barriers raised through survey comments, live exploration, discussion, and ideas for improvement. The following issues/barriers were raised: 1) Promoting information for an understanding of cycling; 2) Cost of kit; 3) Safety; 4) Attitude; 5) Peer Influence; 6) Quality of Routes; 7) Local connections; and 8) Bike security and storage.

From the study, it was evident that for a young person to develop an interest in cycling the biggest factor is having a positive social influence close to them, this could be an advocate in the family, friend, school or in the community. Cycling was frequently described as a niche interest and that there needs to be enjoyment and a social aspect for a young person to develop a sustained interest. Negative social influences were also raised with cycling being seen as 'clique' and bullying based on being part of a group or based on your skill or equipment. It was apparent that cycling was seen as a physical activity and became something that teenage girls were less likely to do. Young people's social perception of cycling has raised questions around how cycling can be made more accessible and desirable.

However, with the current Scottish Government target of one in ten journeys being made by bike by 2020, considerations must also be made towards ownership and access. To emphasise this, the recent Scottish Household survey (2015)[xviii], shows that within the most deprived areas within the SEStran Region, 78.6% of households in these areas did not have access to a bicycle. Facing the issue of ownership and access to alternative modes of transport, would not only help Scottish Government work towards its own ambitious targets, it could go a long way in addressing social mobility across the country.

5. Safe and resilient* transport

Under this heading SEStran would like to echo the Scottish Governments Equally Safe Strategy Document[xix]. Violence against women and girls, in any form, has no place in our vision for a safe, strong, successful Scotland. It damages health and wellbeing, limits freedom and potential, and is a violation of the most fundamental human rights. With regards to giving passengers confidence when using public transport SEStran looks to its Equalities Forum and its wider stakeholder groups for direction. As Identified by the SEStran Equalities Forum, the SEStran Thistle Assistance Card[xx] was developed by its members and stakeholders. Members of the group thought the card was essential for helping people with all types of disability to access and use public transport, especially buses. The card (and subsequent app) was designed with the help of bus companies and SEStran Equalities members to provide a

useful informative card that was one sided, with symbols indicating the type of disability and a short message indicating the help required that could be easily read by drivers.

From discussions with our Equalities Forum, SEStran were able to understand the many complexities and anxieties faced by many boarding public transport. This is something that is frequently taken for granted by able bodied passengers. By providing a simple form of communication between the driver and the passenger in the form of the Thistle Assistance Card, the gap between disabled and non-disabled passengers begins to close. It also gives passengers (who wish) a form of discretion, which can reduce anxieties faced when boarding public transport. It can also help those who's disabilities may not be necessarily visible.

To date, around 42,000 cards have been distributed. Feedback from our Forum Members and Stakeholders has been extremely positive and supportive.   SEStran received an acknowledgement from SATA (Scottish Accessible Transport Alliance) in recognition of the work SEStran has done in developing the card and its distribution for the benefit of disabled public transport users.

In addition to the Thistle Card, SEStran would also like to re-state the impact that real-time information has on the travelling public. The benefits of live bus information are not just economic; there are also direct psychological public benefits, especially as regards the perception and the impact of 'waiting time'. Ferris *et al* (2010)[xxi] demonstrated that there was an "overwhelmingly positive change in overall satisfaction as a result of using" RTPI, due to increased confidence in the transport system. They also went on to describe RTPI as a huge public benefit for a relatively low cost.

Live bus information can help alleviate consumer stress associated with waiting in the following situations:

- Unoccupied time feels longer;
- Anxiety makes waiting seem longer;
- Uncertain waiting is longer than known, finite waiting;
- Unexplained waiting seems longer;
- Waiting seems longer to new or occasional users.

Live bus information not only reduces actual waiting times by providing accurate information, allowing consumers to better plan journeys, but it also reduces anxiety when at a bus stop providing consumers with the perceived benefit of increased safety (*Schweiger, 2013*)[xxii]. This was also supported by Ferris *et al* (2010) who found that feelings of increased personal safety play an important role in using public transport, and that RTPI can help alleviate these concerns in the minds of the travelling public.

SEStran would also like to highlight the positive work done by the Equality Transport Advisory Group (ETAG) at City of Edinburgh Council for their Hate Crime Charter for Public Transport. The 'Charter for Public Transport' aims to provide 'hate free' travel and partners Edinburgh Trams, ScotRail, Police Scotland, British Transport Police and First Scotland East came together in Haymarket station to make their pledge. The members of the Equality Transport Advisory Group (ETAG) and service providers have developed this joint campaign to give victims and witnesses more confidence to report hate incidents and highlight to everyone that those who victimise innocent members of the public simply because of their race, sexuality, religion, gender identity or disability will not be tolerated. Transport partners have also held

'toolbox' talks and training with their staff on what the initiative means and how they can help support it.

6. Transport governance

SEStran believes that there should be a clearer relationship between regional planning for all terms of infrastructure and services, physical – large transport projects or cross boundary bus routes; and social – childcare facilities and employability skills. The legislation which emerges from this consultation is a chance to realise that potential and position all of Scotland's regions to deliver long-term inclusive growth.

Recognised that only recently, in the context of other UK planning systems, the Royal Town Planning Institute have in the past recommended that rather than removal, sub-regional plans should have a greater focus on promoting economic opportunity and social justice.

Effective regional partnership working and delivery requires to be underpinned by statutory powers and duties. In this context, SEStran, an already established statutory platform is well placed for the extension of regional partnership working in Scotland. SEStran would propose that regional land use and transport planning should be integrated to ensure that their impact on connectedness, accessibility and active travel are brought together and used to improve quality of place. As considered within Tom Rye's recent report to SEStran on Passenger Transport Authority (PTA) models[xxiii], a joint organisation like a PTA would offer organisational resilience in the coordination of land use and transport planning. Specifically, with regards made to smaller authorities who may find it difficult to provide.

"Having a PTA also allows the region to speak with one voice to central government about its needs for (public) transport; and to show that it has the expertise required to deliver on these large spending commitments. Taking a regional approach to transport planning is also more likely than a more fragmented approach to be able to deliver cross-regional improvements in public transport connectivity"

Transport governance through NTS2 could potentially be the lead mechanism to deliver such an outcome, in terms of infrastructure planning and funding it will be fundamental that any arrangements provide a strong focus for a more joined up, sustainable and extensive approach to prevent negative outcomes. The provision of an infrastructure first approach would be welcomed, as a clear commitment to early intervention in line with the ethos of the Christie Commission on Public Sector Reform[xxiv]. It is also welcomed that a focus on the collective nature and impact of infrastructure requirements are in many cases cross-boundary and by implication require joint planning and implementation programmes. The importance of adequately accessible, efficient and affordable transport infrastructure; especially the scale, nature and connectivity of investments linking need and opportunity within – and between – communities cannot be overstated in its importance to the proposals for change outlined in the consultation paper.

7. Potential changes in society and technology

With regards to new emerging technologies, 'Disruptive services' is a term that is often used to describe shared or collaborative initiatives such as 'Uber', 'Lyft' or 'Deliveroo'. Scotland's largest challenge is how it enables these initiatives but not to the detriment of public services. From a transport perspective, these collaborative or shared schemes could be in direct competition with the more traditional modes of public transport delivery. The challenge is to enable such schemes to enhance or improve the current provision of services.

With an ever-increasing growth in popularity the 'sharing' or 'gig' economy has grown exponentially in a very short period of time. However, the question often asked is whether this is this being done in an ethical way. A recent report by Price Waterhouse Cooper[xxv] states that:

'By 2025, we estimate that many areas of the sharing economy will rival the size of their traditional counterparts, with platforms in five sectors generating Europe-wide revenues worth over €80bn and facilitating nearly €570bn of transactions'.

Regardless of this impressive growth, regulation should be reasonable and should come from government, and not from organisations using their weight and influence to steer policy.

However, a positive result is that these initiatives can address the issue of access and ownership of vehicles. Shared modes can enable communities to overcome gaps in provision. The collaborative economy could help to connect people to access goods and services that aren't normally available to them. This could also address the issue of ownership, which could in turn break barriers and or access to employment. The emerging findings of the recent RSA Inclusive Growth Commission report highlighted that there are numerous communities across the UK within a few miles of improvements to transport opportunities that do not always benefit, through either an ingrained mind-set or the cost of travel. Shared Transport services and accessibility can be a preventative measure against low skilled or economically inactive areas becoming further excluded.

As stated previously, there is clear evidence that a lack of accessibility to transport options has a limiting effect on opportunities and that those who are least skilled, or remote from the labour market have the least location flexibility in seeking new job or training opportunities. Therefore, SEStran views transport and accessibility/affordability of transport as integral to an inclusive economy

Additional evidence for noting

The 2015 refresh of the Regional Transport Strategy[xxvi] outlined that several external factors including macro-economic trends and discontinuity of data sources have an impact on the ability to monitor performance against these objectives. Page 42 of the refreshed Regional Transport Strategy outlines that at some point in the future it may be necessary to carry out a critical appraisal of continuing with the identified indicator targets given the trends identified and the ability for SEStran actions to have a casual impact on performance given reduced funding. Within a recent SEStran Chief Officers Monitoring Report a list of the current content and format of the RTS Monitoring Framework targets were presented.

This demonstrated that monitoring was overtly viewed through a fiscal lens of success and did not adequately cover the softer policy and behavioural change measures that constituent councils deliver. Therefore, it is proposed that there should be a focus on the narrative reporting of actions, rather than creation of a financial league table. It is proposed that the period of amendment is now and that whilst continuity of monitoring of outcomes is important, any adjustments will seek to continue to achieve the monitoring of objectives but not necessarily with the same dataset.

Regional and local transport outcomes reporting could be used to provide Community Planning Partnerships with a wider regional strategic transport update and over the course of 2017-2019 enable a greater cohesion of regional advocacy for matters of strategic policy and subsequently strategic projects through the National Transport Strategy 2 process and subsequent Strategic Transport Projects Review.

Government should also provide a structured supporting role, both through policy and funding opportunities. Access to incubator initiatives and funding should be used to drive innovation and encourage collaboration across different sectors. For example, SEStran as part of it's 'SocialCar' project[xxvii], SEStran, in collaboration with Product Forge and CodeBase, hosted a Transport *'Hackathon' (marathon of information analysis or hacking marathon).*   The aim of the Hackathon was to promote the themes of SocialCar and to understand how people currently use transport services in the South East of Scotland. The event aimed to understand how, through digital methods, we could make services better for everyone in the future. Participants spent 3 days and 3 nights developing product prototypes to improve transport services within Scotland. Participants from this wide range of backgrounds and skills formed teams to work on a product prototypes with support from industry experts in the transport sector and the wider technology community.

Providing this open, innovative and collaborative space, SEStran were keen to see participants use this event to bring their digital expertise to challenges faced by the transport industry in Scotland, expand professional networks, fix problems within the sector or even launch a new product or start-up.   In addition to policy support, the Government should be encouraged to host more of these collaborative events to drive innovation in the Collaborative economy. The Open Data strategy[xxviii] produced by the Scottish Government can be used to enhance this opportunity. However, more could be done to improve the access and quality of data produced by transport, the gig economy and the public sector.

References and Links

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ii Link to our evidence on this page http://www.sestran.gov.uk/news/sestran-seeks-reinforcement-of-regional-planning-from-scottish-government/

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[xxiv] http://www.gov.scot/Publications/2011/06/27154527/0

[xxv] http://www.pwc.co.uk/issues/megatrends/collisions/sharingeconomy/future-of-the-sharing-economy-in-europe-2016.html)

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